

Six Flags to narrow field to four finalists

Six Flags over Texas, dropped several weeks ago by its advertising agency of 10 years, in early November will announce the four finalists competing for the amusement park's \$1.5 million account, public relations director Bruce Neal said.

Shortly after the Dallas-based Bloom agency resigned the account, Six Flags sent capabilities questionnaires to a dozen Southwestern advertising agencies with billings between \$5 million and \$100 million. After reviewing the results, management will narrow the field to four and might ask for a creative presentation.

Neal could not say whether any Fort Worth agencies were among the 12 candidates, but did say that Jerre Todd, the Fort Worth agency that handles Six Flags' public relations,

was not in the running.

According to Todd, Six Flags wants an agency "with more TV leverage. If you have an agency that buys a lot of TV, it's generally perceived they are better negotiators for TV time."

Neal confirmed that the winner of the account "will be strong in television."

After representing Six Flags for a decade, Bloom resigned the account because it became unprofitable, said Tony Wainwright, head of Bloom's advertising department. Bloom had been handling the account on a commission basis. Labor cost increases coupled with dwindling advertising placements led to lower profits, he said.

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